MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023 (TERM 2210)

BMR1014 – FUNDAMENTALS OF MARKETING

(All sections/Groups)

8 FEBRUARY 2023
2.30 p.m - 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)
Answer all questions.

QUESTION 1

Through market segmentation, companies divide large, heterogeneous markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs. Explain the FIVE (5) requirements for effective segmentation.

(Total: 25 Marks)

QUESTION 2

a) List down the FIVE (5) major stages in the consumer buying decision process. (10 marks)

b) Discuss the THREE (3) types of consumer problem-solving processes. List some products you have bought using each type. (10 marks)

(Total: 20 Marks)

QUESTION 3

Companies use a set of prices to maximize the profits from the total product mix. Explain the product mix strategies below by using an example for each.

a) Product line pricing
b) Optional-product pricing
c) By-product pricing
d) Product bundle pricing.
e) Captive product pricing

(Total: 20 Marks)

Continued ...

QUESTION 4

a) A company's marketing communications mix is also called promotion mix as it blends FIVE (5) different components. List and define these components.

(10 marks)

b) Classify each of the following promotion efforts according to the promotion mix. Explain your answer.

i. McDonald's uses television to tell consumers about free French fries with the purchase of a Big Mac.
ii. A Toyota salesperson tells customers about the quality of Michelin tires.
iii. A pharmaceutical salesperson leaves free samples with a physician.

(15 marks)

(Total: 25 Marks)

QUESTION 5

Each product will have a life cycle, although its exact shape and length is not known in advance. Briefly explain all the FIVE (5) phases of the product life cycle.

(Total: 10 Marks)

End of Paper.